



THE 2009 WLA-SSS ANNUAL PROFESSIONAL DEVELOPMENT CONFERENCE

Sponsored by the Wisconsin Library Association Support Staff Section
and the Madison Area Technical College Libraries

Directions and parking map available at
<http://matcmadison.edu/matc/campuses/madison/>
Please park in the Student Parking Area
and use the North-West Entrance closest to the Mitby Theatre.

Wednesday, May 20, 2009

Madison Area Technical College Truax Campus
3550 Anderson St, Madison, Wisconsin, 53704
MATC Events Line: (608) 246-6338
9:00 a.m. - 3:30 p.m.

Inspire others and be inspired to grow, change, and renew yourself
with colleagues, partners, and friends in a day of
professional development for support staff.

Please see <http://www.wla.lib.wi.us/ssc/conferences/2009/> for additional information.

9:00-9:30am	REGISTRATION & CONTINENTAL BREAKFAST
9:30-9:45am	WELCOME from Julie Gores, MATC Director of Library Services, and Representative from the WLA Office.
9:45-10:45am	KEYNOTE: The Cross-Generational Workforce <i>Rachel Singer Gordon, Consulting Editor, Information Today, Inc. Book Publishing Division</i> Today's multigenerational library workforce faces a number of both internal and external challenges. To meet these challenges, we need to learn how to work together effectively and draw on individuals' unique strengths. In a graying profession, we also need to pay attention to succession planning, passing on institutional wisdom, and recruiting, retaining, and mentoring the next generation of librarians. Understanding generational differences, and clearing up misperceptions, can help us overcome workplace challenges and plan for a successful future.
10:45-11:00am	BREAK
11:00-12:00pm	MORNING PRESENTATION: What's Certification Have to Do With Me? Am I Missing Something? <i>Jenifer Grady, Director, ALA-Allied Professional Organization</i> Voluntary certification through the Library Support Staff Certification Program (LSSCP) will redefine how you think about yourself by expanding your perspective and your skill sets beyond your immediate place in your library. The LSSCP program will address your current and future professional development needs and the service needs of your employers and communities by preparing you to better understand and participate in the broader issues that are affecting your work.
12:00-1:00pm	LUNCH

AFTERNOON PRESENTATIONS: 1st session: 1:00-2:00pm

Library Advocacy Now

Paul Nelson, Adjunct Assistant Professor, UW-Madison School of Library and Information Studies

Straightforward guidelines and practical advice on how to build grassroots support for your library and the larger organizations to which your library belongs. Learn the 4 P's of advocacy: the purpose, the players, the process, the plan.

Madison Vet Center Service to Combat Veterans and their Loved Ones

Jennifer Gruba, MFT (Iraq Veteran) and David Hosking, GWOT Outreach Specialist (Iraq and Vietnam Veteran)
Madison Vet Center

Learn about the issues that may be facing your veteran patrons with representatives from the Madison Vet Center, which is part of the Federal Department of Veteran's Affairs. The Madison Vet Center is staffed fully by veterans and is a wonderful resource about veterans' issues in general. The presenters will talk about the specific services the Vet Center provides for combat veterans and their loved ones at no cost to them. They will also discuss general resources available at the Federal, State, County levels as well as various private community resources.

Jing's the Thing, Zotero's My Hero! On-the-Fly Tutorials & On-the-Spot Research Management

Amanda Werhane, Academic Librarian, UW-Madison Steenbock Agricultural Library

They say a picture is worth a thousand words... make your own short instructional videos for staff and patrons with Jing, an online screen capture tool that's easy to learn. Show patrons how to stay on top of their research with Zotero, a tool for organizing and citing documents and websites. Get to know these two terrific FREE new tools.

2:00-2:15pm AFTERNOON REFRESHMENTS

AFTERNOON PRESENTATIONS: 2nd session: 2:15-3:15pm

Web 2.0 Technologies: What They Are, and What's In It For You

Joy Schwarz, Web Librarian, Winnefox Library System

If you've heard buzzwords like Web 2.0, blogs, wikis, and RSS but aren't sure what the heck they are, this session will offer info on understanding how Web 2.0 stuff works, and how it can work for you.

Reference Resources: From Print to Digital

Paul Nelson, Adjunct Assistant Professor, UW-Madison School of Library and Information Studies

Gain a clearer understanding of the shift in reference services from print to digital formats. What books still deserve to be retained in my collection? What are the best go-to websites for information on popular topics? How do I keep myself up-to-date? Nelson will also share his longtime workshop favorite, "Top 40 Reference Titles", now updated to include both print and digital resources.

Think Tank: Getting the Best Ideas from your Entire Group

Leah Ujda, Metadata Librarian, and Melissa McLimans, Digital Services Librarian

University of Wisconsin Digital Collections Center

Learn about the University of Wisconsin Digital Collection Center's mission to make sure that it's not just all about what the boss says. In the think tank we have generated and implemented ideas, ranging from new ways to do our daily tasks to innovative methods to publicize our collections. Discover how the UWDC has brought all of its team members to the table and boosted participation in long and short term strategic planning, while still having fun.



Registration Form -- Mail by May 10

Name _____
 (as preferred on name tag)

Library _____
 (as preferred on name tag)

Department _____ Library type: ☐ Academic ☐ School ☐ Public ☐ Special

Address _____
 (street)

(city) _____ (state) _____ (zip) _____

Phone _____ Email _____

☐ I need information on
 handicapped
 access/facilities/equipment

Method of payment		
WLA Members	\$45.00	<input type="checkbox"/> Check
Non-WLA Members	\$60.00	<input type="checkbox"/> Visa
Library School Students	\$28.00	<input type="checkbox"/> MasterCard
credit card # _____		Exp date _____
signature _____		

Mail to:

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